



**City of Scottsdale**  
**Tourism Development Commission**  
**Regular Meeting**  
**Marked Agenda**

**8:00 a.m., Tuesday, February 18, 2014**  
**Kiva Forum-City Hall**  
**3939 N. Drinkwater Boulevard**  
**Scottsdale, Arizona 85251**

**1. Call to Order/Roll Call- 8:03AM**

David Scholefield, Chairperson  
Tom Enders, Vice-Chairperson  
Camille Hill  
Ace Bailey

Ren Hirose  
Robert McCreary  
Carl Grupp

**2. Approval of Minutes**

Commission discussion and recommendation to approve the January 21, 2014 regular meeting minutes

**COMMISSIONER BAILEY MOVED TO APPROVE THE MINUTES OF THE JANUARY 21, 2014 MEETING AS AMENDED. COMMISSIONER MCCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

**3. Manager Reports**

Staff Contact: Steve Geiogamah, Economic Development Manager-Tourism

- a. Staff Bed-Tax Collection Report
- b. Bed Tax Proforma
- c. Smith Travel Report
- d. Program Updates

**4. Tourism Development Commission Annual Report**

Commission discussion and possible recommendation regarding TDC annual report

Staff Contact: Steve Geiogamah

**COMMISSIONER HIROSE MOVED TO APPROVE ANNUAL REPORT AS AMENDED. COMMISSIONER GRUPP SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

**5. Tourism-Related Capital Projects Evaluation Process**

Commission discussion and possible recommendation regarding tourism-related capital projects evaluation process

Staff Contact: Steve Geiogamah



**6. Preliminary FY2014/15 Destination Marketing Program Objectives**

Commission discussion and possible action regarding the FY2014/15 Destination Marketing Program Objectives

Rachel Sacco: President/CEO of the SCVB

Staff Contact: Steve Geiogamah

**7. Horses and Horse Power Event Proposal**

Commission discussion and possible recommendation regarding the 2014 Horses and Horse Power Event Proposal

Presenter: Jason Rose

**COMMISSIONER ENDERS MOVED TO RECOMMEND FY2014/15 NEW EVENT PROGRAM FUNDING IN SUPPORT OF THE HORSE AND HORSEPOWER EVENT FOR THE FINAL YEAR OF PROGRAM ELIGIBILITY. COMMISSIONER MCCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

**8. Identification of Future Agenda Items**

The public body may not discuss, deliberate, or take legal action on any matter in the “Identification of Future Agenda Items” unless the specific matter is properly noticed for legal action.

**9. Public Comment**

Citizens may address the members of the Tourism Development Commission during “Public Comment.” This time is reserved for citizen comments regarding non-agendized items.

However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

**10. Adjournment- 8:47AM**

**Next scheduled meeting is March 18, 2014**

